

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates. The newspaper/broadcast

cross-ownership cap is a crucial element of our democratic media, and it should not be weakened.

Like the marketplace of commerce, the marketplace of ideas can only function properly if there is genuine competition. The relentless consolidation of media ownership in the last twenty years has left us with an anemic forum for the exchange of ideas which is so vital for democracy to flourish.

Allowing newspapers and television stations in a single market to be owned by the same people will greatly accelerate the monopolization of local media. This monopolization will combine the worst aspects of government and corporate control: the DMV's indifference to customer satisfaction and the Exxon Valdez' scorn for the public good.

Consolidation of local media will also be self-perpetuating. Monolithic control of the local ad market will enable the One Big Media Outlet in any given city to stifle any new outlets that try to enter the marketplace.

The FCC has not only the power but the duty to protect the public interest in media matters. Do your duty and maintain these rules.